





## Retail Trade Industry Profile in WDB 3 – Northeast Minnesota

There were **940 retail trade establishments** providing **11,205 jobs** in the seven counties of Northeast Minnesota (not including the City of Duluth) through the 3<sup>rd</sup> quarter of 2019, according to data from DEED's Quarterly Census of Employment & Wages program. That is about **13.3% of total employment** in the region, accounting for more than one in every eight jobs. Five of these retail trade sectors were deemed critical during the StayHomeMN order, while seven sectors were deemed non-critical. Notably, the five critical sectors accounted for almost three-fourths (72.4%) of the retail trade jobs in the region (see Table 1).

| Table 1. WDB 3 - Northeast Employment Statistics |   | Qtr. 1 – Qtr. 3 2019 Data |                       |                      |                         |
|--|---|---------------------------|-----------------------|----------------------|-------------------------|
| NAICS Code                                       | NAICS Industry Title  | Number of Firms, Q1-Q3    | Number of Jobs, Q1-Q3 | Total Payroll, Q1-Q3 | Avg. Annual Wage, Q1-Q3 |
| 0  | Total, All Industries   | 6,377                     | 84,549                | \$2,739,873,650      | \$43,208                |
| <b>44</b>  | <b>Retail Trade</b>   | <b>940</b>                | <b>11,205</b>         | <b>\$228,163,549</b> | <b>\$27,150</b>         |
| 452  | General Merchandise Stores ( <i>critical</i> )                      | 69                        | 2,647                 | \$51,255,095         | \$25,815                |
| 445  | Food and Beverage Stores ( <i>critical</i> )                        | 117                       | 1,877                 | \$30,023,021         | \$21,327                |
| 447  | Gasoline Stations ( <i>critical</i> )                               | 173                       | 1,821                 | \$26,446,329         | \$19,364                |
| 441  | Motor Vehicle and Parts Dealers                                     | 125                       | 1,629                 | \$49,515,254         | \$40,528                |
| 444  | Building Material & Garden Equipment & Supplies ( <i>critical</i> ) | 97                        | 1,282                 | \$27,079,823         | \$28,171                |
| 446  | Health and Personal Care Stores ( <i>critical</i> )                 | 54                        | 481                   | \$14,041,373         | \$38,923                |
| 453  | Miscellaneous Store Retailers                                       | 96                        | 375                   | \$5,374,873          | \$19,094                |
| 454  | Nonstore Retailers  | 62                        | 330                   | \$11,124,169         | \$44,946                |
| 451  | Sporting Goods, Hobby, Book, and Music Stores                       | 51                        | 262                   | \$3,337,023          | \$17,004                |
| 442  | Furniture and Home Furnishings Stores                               | 33                        | 200                   | \$4,825,242          | \$32,168                |
| 448  | Clothing and Clothing Accessories Stores                            | 38                        | 197                   | \$2,372,469          | \$16,030                |
| 443  | Electronics and Appliance Stores                                    | 25                        | 104                   | \$2,768,878          | \$35,613                |

Source: DEED Quarterly Census of Employment & Wages

While layoff activity has been scattered in retail trade due to the high concentration of employment in critical sectors, following the huge increase in claims filed by workers in the leisure and hospitality industry, the next major wave of claims seems likely to include the retail trade industry. With the additional \$600 UI benefit most of these workers, like those in leisure and hospitality which also offers relatively low wages, would actually come out ahead collecting UI rather than working.

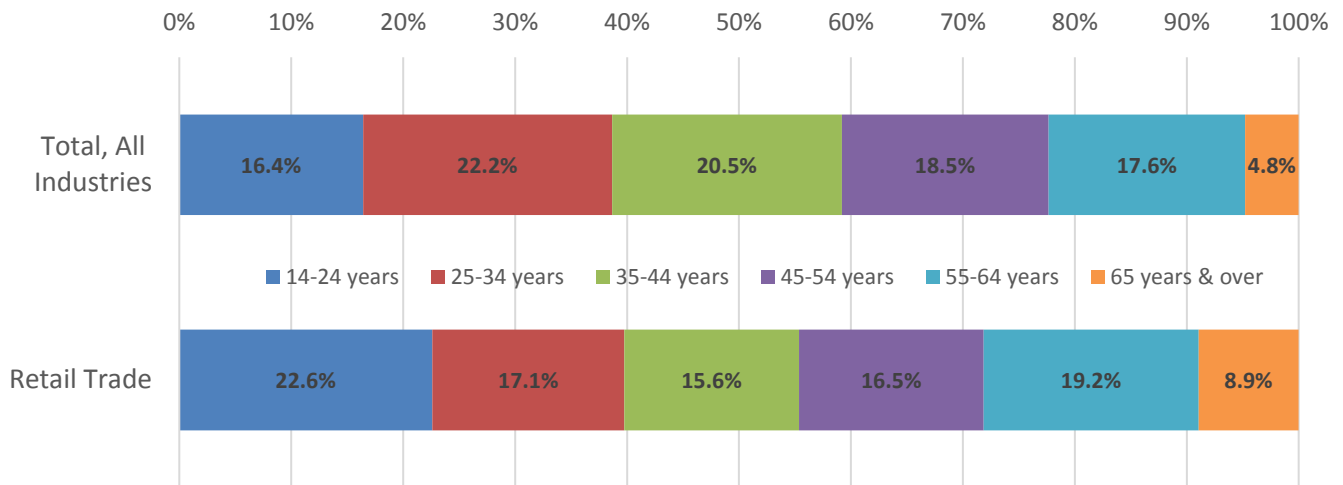
| Table 2. Northeast Minnesota Employment Statistics by County, Qtr. 1 - Qtr. 3 2019 | <br>Total, All Industries |        | <br>Retail Trade |        |         | <br>Critical* |       | <br>Non-critical* |       |
|--|--|--------|---|--------|---------|--|-------|--|-------|
|  | Firms  | Jobs   | Firms   | Jobs   | Percent | Firms  | Jobs  | Firms  | Jobs  |
| Aitkin Co.   | 448  | 4,082  | 64  | 573    | 14.0%   | 38   | 412   | 18   | 140   |
| Carlton Co.  | 750  | 13,164 | 114   | 1,320  | 10.0%   | 62   | 1,062 | 47   | 241   |
| Cook Co.   | 313  | 2,904  | 49  | 368    | 12.7%   | 22   | 246   | 22   | 106   |
| Itasca Co.   | 1,234  | 16,207 | 183   | 2,285  | 14.1%   | 105  | 1,750 | 78   | 531   |
| Koochiching Co.  | 414  | 4,553  | 71  | 651    | 14.3%   | 38   | 456   | 29   | 164   |
| Lake Co.   | 330  | 4,258  | 41  | 370    | 8.7%    | 26   | 256   | 12   | 88    |
| St. Louis Co.  | 5,336  | 98,175 | 809   | 11,436 | 11.7%   | 363  | 6,926 | 446  | 4,507 |

\* - Totals may not add up due to disclosure restrictions at the detailed subsector level

Source: DEED Quarterly Census of Employment & Wages

The retail trade industry contains larger shares of the oldest and youngest workers relative to all other industries combined. In the second quarter of 2019, nearly 23 percent of the retail trade workforce was under 25 years old, compared to 16.4 percent across all industries. Similarly, the retail trade industry, when compared to all industries combined, had nearly double the share of workers 65 years and older. This means that in retail, the share of workers in their prime working years (49.2%), between 25 and 54, is smaller relative to that for all industries (61.2%) (see Figure 1).

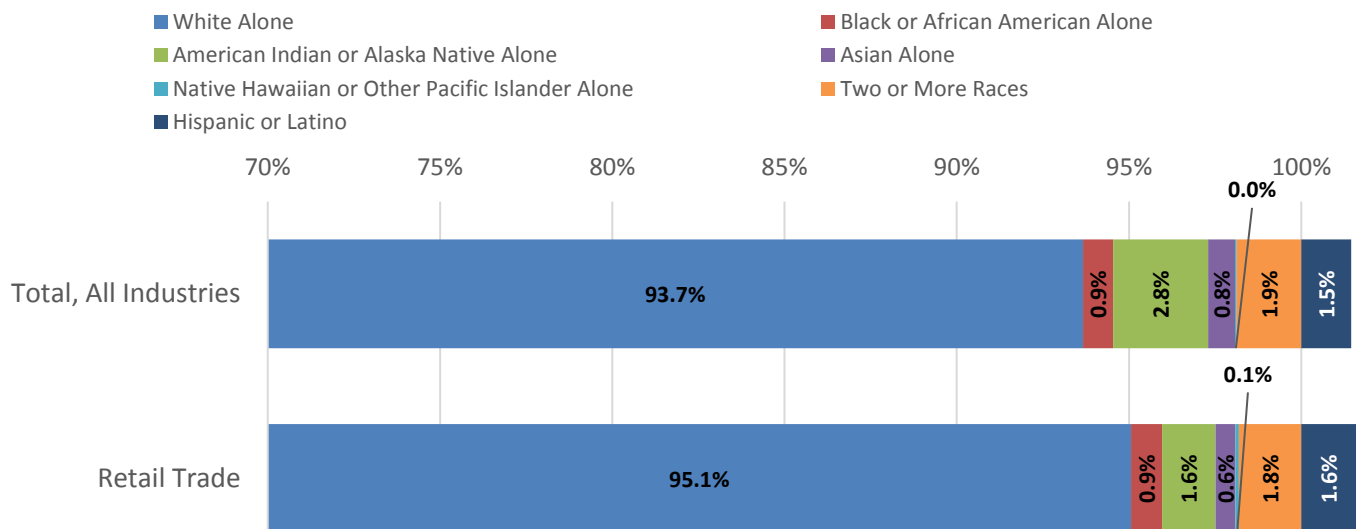
**Figure 1. WDB 3 - Northeast Minnesota Workforce by Age Group, Q2 2019**



Source: Quarterly Workforce Indicators

In contrast, retail trade workers in Northeast Minnesota were less racially diverse than the total of all industries combined. Just over 95% of all workers in retail trade were white, compared to 93.7% across all industries. The largest number of minority workers in retail trade in the region were of Two or More Races (see Figure 2 – *please note that the numbers add up to more than 100% because Hispanic or Latino is an ethnicity rather than a race*).

**Figure 2. WDB 3 - Northeast Minnesota Workforce by Race or Origin, Q2 2019**



Source: Quarterly Workforce Indicators

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